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A bellwether is a *leader*; they analyze their landscape, anticipate next steps and redirect their team to ensure the *best* possible outcome.



**Angela Minicuci, APR** She/Her  
Accredited Public Relations Professional, Crisis Communication Certified



- Bellwether Public Relations
- Michigan State University

Lansing, Michigan, United States · [Contact info](#)

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## About

Angela Minicuci is an accredited public relations professional in Lansing, Michigan with experience and proven success in media relations, social media, creative design, and stakeholder and community engagement.

...

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## Featured

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### Martin Waymire PR firm gets a new name, branding

Crain's Detroit Business

LANSING — Martin Waymire, a 20-year-old Lansing-based public relations and advocacy business, is rebranding as Bellwether Public Relations.

Link



### Martin Waymire New Owners Honored as Crain's Detroit 40...

Martin Waymire

LANSING, Mich. — Crain's Detroit Business has recognized three Martin Waymire staffers in its 40 Under 40 class of 2021. Josh Hovey, APR, Angela Minicuci, APR, and Andie Poole...

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## Activity

2,875 followers

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**Angela Minicuci, APR** · 3rd+  
Accredited Public Relations Profession...

...



**Angela Minicuci, APR**  
Accredited Public Relations Profession...

3mo · Edited ·

At a time when storytelling is vital to the continuation of so many important services and programs, make sure you're prepared. ...more

**Bellwether Public Relations**  
1,422 followers

Whether you're on camera or at the mic, confidence starts with preparation. Join us on June 16 for Bellwether Academy: ...more

22 · 1 repost

6mo ·

What a year it has been

**Bellwether F**  
1,422 followers

As 2024 comes to a c  
what has been an incr  
Public Relations. Here

11

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**Experience**

**Bellwether Public Relations**  
6 yrs 1 mo

**Partner**  
Full-time  
Jan 2022 - Present · 3 yrs 7 mos

**Vice President**  
Full-time  
Jun 2021 - Dec 2021 · 7 mos

**Martin Waymire Founders Retiring, New Owners Announced**  
Martin Waymire, a full-service public relations and digital marketing firm with a focus on public policy,...

**Senior Account Executive**  
Jul 2019 - Jun 2021 · 2 yrs

**Communications Director**  
Michigan Department of Health & Human Services  
Sep 2014 - Jul 2019 · 4 yrs 11 mos

**Public Information Officer**  
Michigan Department of Community Health  
Aug 2011 - Sep 2014 · 3 yrs 2 mos

**Communications Coordinator**  
Michigan Association of Counties  
Apr 2010 - Aug 2011 · 1 yr 5 mos

**Public Relations Intern**  
Delta Dental of Michigan  
Feb 2010 - Apr 2010 · 3 mos

Show all 10 experiences →

Education



**Michigan State University**  
BA, Communication with a specialization in Public Relations  
2006 - 2009  
Activities and societies: Public Relations Student Society of America, Relay For Life  
  
- Undergraduate Teaching Assistant 2007-2009  
- Communications Research Assistant 2008

**Sterling Heights High School**  
2002 - 2006  
Activities and societies: Warren Consolidated School of Performing Arts, Sterling Heights High School Women's Track, National Honor Society,...

Licenses & certifications




**Crisis Communication Certified**  
Public Relations Society of America (PRSA)  
Issued Dec 2019  
[Show credential ↗](#)



**Accreditation in Public Relations**  
Public Relations Society of America (PRSA)  
Issued Sep 2018  
[Show credential ↗](#)

Volunteering

**President, Advisory Board, Marketing and Promotions**  
Peppermint Creek Theatre Company  
Jan 2011 - Present · 14 yrs 7 mos  
Arts and Culture  
  
Peppermint Creek Theatre Company (PCTC) strives to produce contemporary theatre that addresses vital issues in our society, raises...





**PACE Awards Sponsorship Chair, APR Co-Chair**  
Central Michigan Public Relations Society of America (CMPRSA)  
Jan 2010 - Dec 2023 · 14 yrs  
  
Central Michigan PRSA is one of more than 100 Public Relations Society of America (PRSA) chapters throughout the United States. PRSA is the...


Show all 5 volunteer experiences →

Skills




**Public Relations**

 Endorsed by Robert Kolt and 17 others who are highly skilled at this

 Endorsed by 4 colleagues at Bellwether Public Relations

 99+ endorsements


Media Relations

-  Endorsed by Ari B. Adler and 5 others who are highly skilled at this
-  Endorsed by 3 colleagues at Bellwether Public Relations
-  99+ endorsements


Show all 24 skills →

Recommendations

Received      Given

- 

**MoReno Taylor II**  
Leading Political Strategist with Extensive Program Management Experience  
April 28, 2014, MoReno worked with Angela but on different teams

I had the pleasure of working with Angela at MAC. She is a wonderful coworker and team player! She was always willing to step in and help when the rest of the team was over-loaded. She has a great work-ethic and always met deadlines, despite numerous obstacles. I'd recommend her to anyone.
- 


**Erica Zazo**  
Freelance Outdoor + Travel Writer, Community Organizer & Urban Nature Advocate 🌲👉🇺🇸  
May 28, 2013, Erica worked with Angela but they were at different companies

Angela volunteered her time to act as my Health Communications mentor during my 2012-2013 school year at Michigan State University. During our mentorship period, Angela met with me on a montly basis to guide, teach and help me learn more about health communications, public relations and life as a professional. I appreciated her personal commitment to helping me in my growth as a PR student at Michigan State University. Angela is a driven, passionate and self-less individual who has helped me in so many ways throughout the time she has been...


Show all 10 received →

Honors & awards

- 40 Under 40**  
Issued by Crain's Detroit Business · Nov 2021

 Associated with Martin Waymire

Since 1991, Crain's Detroit has recognized the young leaders taking the region to new heights. This cohort of luminaries, now numbering about 1,200 people,...
- PACE Maker of the Year**  
Issued by Central Michigan Public Relations Society of America · May 2021


 Associated with Martin Waymire

The PACE Maker is the top individual practitioner award given by the Central Michigan Public Relations Society of America. Winners are nominated by their...

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Andrea Kerbuski, APR · 3rd+

Vice President at Bellwether Public Relations

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Andie Poole, APR · 3rd+

Partner & Owner, Bellwether Public Relations

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Josh Hovey, APR · 3rd+

Partner at Bellwether Public Relations

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Andrea Brimmer · 3rd+

Chief Marketing and PR Officer

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Joshua B. Robertson, J.D. · 3rd+

Government Relations, Regulatory Affairs, Corporate Compliance, Licensed Attorney - Missouri

Message

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Samantha Malley · 3rd+

MSN, ARNP, FNP-C

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Tyler VanMilligen · 3rd+

Psychiatrist @ She Psychiatry, PLLC and House of Mercy | Women's and LGBTQ+ Brain & Body Wellness

Message

https://www.linkedin.com/in/angelaminicuci/

5/7



**Shelby Cooklin** · 3rd+  
Director of Greene County Public Health

Message

People you may know



**yanet perez**   
Registered Nurse at MercyOne

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**Jayvee Molas**   
Registered Nurse at MercyOne

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**Kendra Kundert**  
Registered Oncology Nurse

Connect



**Emanuelle Trott**   
Registered Nurse | Licensed Practical Nurse | Certified Nursing Assistant

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**Camryn Shaw**   
Registered Nurse at MercyOne

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